

**TOURISM BOARD
EXECUTIVE COMMITTEE RESOLUTION
16 OCTOBER 2023**

**"APPROVING THE CY 2024 PERFORMANCE SCORECARD FOR
THE TOURISM PROMOTIONS BOARD (TPB)"**

WHEREAS, the Governance Commission for GOCCs (GCG) issued GCG Memorandum Circular (M.C.) No. 2023-01 providing for the Performance Evaluation System (PES) for the GOCC Sector;

WHEREAS, among the requirements provided in GCG M.C. No. 2023-01 is the submission of the Board Resolution approving the Charter Statement and Strategy Map, proposed Performance Scorecard, and other documentary requirements for consideration of the GCG;

WHEREAS, the Board Resolution shall include the names and respective designations of the GOCC's official representatives to the technical panel who are duly authorized to provide the GCG all necessary information relevant and material to the measures and targets in the GOCC's proposed Performance Scorecard;

WHEREAS, the Management has submitted to the Board for approval the proposed Performance Targets of TPB for CY 2024 and all documentary requirements under GCG M.C. No. 2023-01;

WHEREAS, the Board has delegated to the Tourism Board Executive Committee the approval of the proposed TPB 2024 Strategy Map; and the proposed TPB CY 2024 Performance Scorecard, as required under GCG M.C. No. 2023-01, and its submission with TPB's Charter Statement, Strategic Initiative Profile, Briefer, and Corporate Operating Budget as submitted to the Department of Budget and Management to the GCG;

RESOLVED, that the Tourism Board, through its Executive Committee, hereby duly **APPROVES** the following:

1. The proposed TPB 2024 Strategy Map¹; and
2. The proposed TPB CY 2024 Performance Scorecard², as required under GCG M.C. No. 2023-01, and its submission with TPB's Charter Statement, Strategic

¹ TPB 2024 Strategy Map (Annex A)

² TPB CY 2024 Performance Scorecard (Annex B)

Initiative Profile, Briefer, and Corporate Operating Budget as submitted to the Department of Budget and Management to the GCG.

Adopted this 16th day of October 2023 during the Tourism Board Executive Committee Meeting.

Approved by:

MA. ESPERANZA CHRISTINA GARCIA FRASCO

*Chairperson of the TPB Board of Directors and
Secretary of Tourism*

By the Authority of the Secretary:



USEC. SHEREEN GAIL C. YU-PAMINTUAN

*Alternate Chairperson, Tourism Board's Executive Committee
and Undersecretary, Department of Tourism*



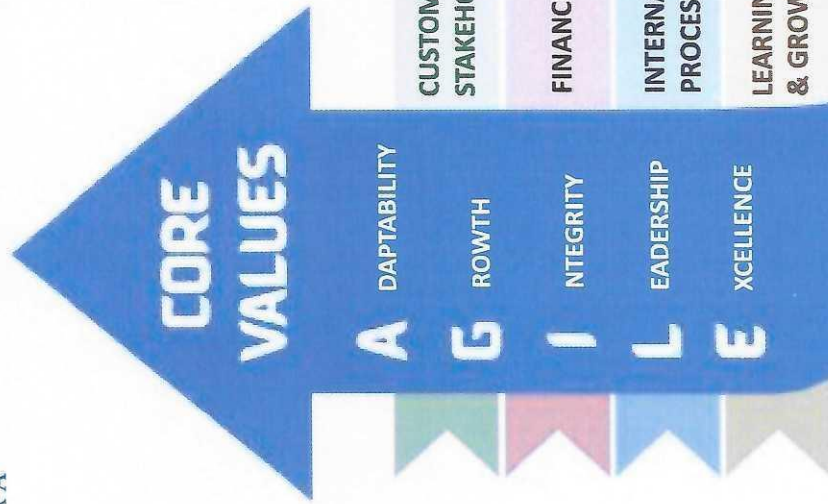
COO MARIA MARGARITA MONTEMAYOR NOGRALES

*Vice-Chairperson, Tourism Board's Executive Committee
and Chief Operating Officer, Tourism Promotions Board*



DIR. VANESSA L. SUATENGCO

*Member, Tourism Board's Executive Committee
and Former General Manager, Diamond Hotel Philippines*



TPBPHL Strategy Map

VISION: TPB is the leading organization in marketing the Philippines as the preferred destination for sustainable, uniquely diverse and experiential travel

CUSTOMERS/ STAKEHOLDERS

- SO 1: Promote the Philippines as a Top of Mind Tourism Destination
- SO 2: Intensify Stakeholder Awareness
- SO 3: Improve on the Satisfaction of Customers and Stakeholders

FINANCIAL

- SO 4: Maintain Efficient, Accountable, and Transparent Financial Processes and Systems

INTERNAL PROCESS

- SO 5: Maintain Efficient, Accountable, and Transparent Administrative Processes and Systems

LEARNING & GROWTH

- SO 6: Sustain a culture of organizational engagement that fosters effective performance, lifelong learning, and growth

MISSION :

To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination

Republic Act No. 9593, Otherwise known as the Tourism Act of 2009 and Its IRR
CHAPTER III, TOURISM PROMOTIONS, Subchapter III-A, Tourism Promotions Board

SECTION 45. Tourism Promotions Board. – Under the supervision of the Secretary and attached to the Department for purposes of program and policy coordination shall be a body corporate known as the Tourism Promotions Board (TPB). The TPB shall formulate and implement an integrated domestic and international promotions and marketing program for the Department.

SECTION 46. Mandate. – The TPB shall be responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investment. Specifically, it shall market the Philippines as a major convention destination in Asia. To this end, it shall take charge of attracting, promoting, facilitating, and servicing large-scale events, international fairs and conventions, congresses, sports competitions, expositions and the like. It shall likewise ensure the regular advertisement abroad of the country's major tourism destinations and other tourism products, not limited to TEZs. It may also provide incentives to travel agencies abroad which are able to draw tourists and tourism investments to the country.

The TPB is responsible for:

- Marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments;
- Marketing the Philippines as a major Meetings, Incentives, Conventions and Exhibitions (MICE) destination;
- Attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like;
- Ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism, including Tourism Enterprise Zones (TEZ); and
- Providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

TOURISM PROMOTIONS BOARD

Component				Baseline Data					Target
Objective/ Measurement	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024
SO 1	Promote the Philippines as a Top-of-Mind Tourism Destination								
SM 1	Number of International Visitors from the TPB Key Markets ¹	Actual Arrivals from the TPB Key Markets	12.5%	(Actual/ Target) x Weight	N/A	N/A	N/A	2.98 M	3.99 M
SM2	Number of Domestic and International Business Meetings Organized by TPB	Actual No. of B2B Meetings	7.5%	(Actual/ Target) x Weight	N/A	N/A	N/A	4,213	4,339
SM 3	Percentage of Planned Marketing and Promotional Programs Implemented/ Organized	100%	7.5%	(Actual/ Target) x Weight	N/A	N/A	N/A	100%	100%
SO 2	Intensify Stakeholder Awareness								
SM 4	Media Value Generated ²	Media Value Reported by 3 rd Party	10%	(Actual/ Target) x Weight	N/A	N/A	N/A	₱ 250 M	₱500 M
SM 5	Number of TPB Social Media Followers ³	Cumulative No. of Social Media Followers as of 31 Dec. 2024	5%	(Actual/ Target) x Weight	N/A	N/A	N/A	200,000	220,000
SM 6	Number of TPB Website Pageviews and Travel App Mobile Downloads ⁴	No. of Website Pageviews and Travel App Mobile Downloads as of 31 Dec. 2024	5%	(Actual/ Target) x Weight	N/A	N/A	N/A	800,000	824,000

CUSTOMERS/STAKEHOLDERS

¹ United Kingdom, Germany, India, Malaysia, Singapore, United States of America (USA), Canada, Japan, South Korea, China, Hong Kong, and Taiwan² To be generated by a Third-Party Media Agency³ Shall include Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts⁴ Shall include TPB's corporate website, PHITEX website, RTF website, Travel App (web and mobile versions including app downloads)

TOURISM PROMOTIONS BOARD

Component		Baseline Data							Target		
	Objective/Measurement	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024	
	SO 3	Improve on the Satisfaction of Customers and Stakeholders									
	SM 7	Percentage of Satisfied Customers	No. of respondents who gave at least satisfactory rating / total number of respondents	5%	(Actual / Target) x Weight	90%				90%	90%
	SO 4	Maintain Efficient, Accountable, and Transparent Financial Processes and Systems									
FINANCIAL	SM 8a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy/ Total COB from subsidy (both net of PS cost and SCF)	5%	(Actual / Target) x Weight	Not lower than 90% but not exceeding 100%				90%	90%
	SM 8b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements / Total Obligations	5%	(Actual / Target) x Weight	At least 85%				90%	90%
	SM 8c	Corporate Fund Budget Utilization Rate	Total Corporate Fund Disbursements / Total Obligations	5%	(Actual / Target) x Weight	N/A	N/A	N/A	N/A	90%	90%
	SM 9	Income Generated from Investments, Sponsorships, Participation Fees, Membership Dues	Actual Income	5%	(Actual / Target) x Weight	N/A	N/A	N/A	N/A	N/A	₱5 M
INTERNAL PROCESS	SO 5	Maintain Efficient, Accountable, and Transparent Administrative Processes and Systems									
	SM 10	Percentage of Received Membership Applications Processed within the Prescribed Turnaround Time	100%	7.5%	(Actual / Target) x Weight	N/A				100%	100%
	SM 11	Attain ISO Certification	Actual Accomplishment	10%	All or Nothing	ISO 9001:2015 Certified				ISO 9001:2015 Certified	Maintain ISO 9001:2015 Certification

TOURISM PROMOTIONS BOARD

Component			Baseline Data						Target	
	Objective/M Measurement	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024
	SM 12	Percentage of implementation of the Information Systems Strategic Plan (ISSP) ⁵	Number of Deliverables Due for 2024 Completed / Total Number of Deliverables Due for 2024	5%	(Actual / Target) x Weight	N/A		100%	N/A	100%
LEARNING AND GROWTH	SO 6	Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth								
	SM 13	Improved Competency of the Organization Over the Previous Year (2023 Baseline) ⁶	Actual Accomplishment	10%	All or Nothing	—	Improved Competency Rating from Previous Year		Completed Competency Baseline Assessment	Improved Competency Rating from Previous Year
	TOTAL			100%						

⁵ Deliverables refer to systems/applications

⁶ The competency baseline of the organization shall pertain to the average percentage of required competencies which can be computed using the following formula:

$$\frac{\sum_{i=1}^B A_i}{\sum_{i=1}^B A_i} \left(\frac{\text{Total number of personnel profiled}}{B} \right)$$

where a = Competency Required A = Total Number of Competencies required of position b = Total number of personnel profiled